

Travel Posters

Read the text and use the word given in capitals at the end of some of the lines to form a word that best fits the gap.

Travel posters were an important form of advertising in the first part of the (1) _____ century. The classic travel poster was designed to make people believe that they could (2) _____. a more luxurious lifestyle. They aimed to tempt people away from their ordinary working lives by presenting them with images of (3) _____, and glamour. As travel became less (4) _____. Posters were produced to advertise railways, cruise liners, motoring and airlines, as well as individual tourist destinations. The golden age of posters, however, was the period from 1910-1950, before television made other ways of advertising more (5) _____. The value of a poster is often linked to the (6) _____ who created the original. Some of the leading poster designers, influenced by (7) _____ such as cubism and surrealism, created their own style and use of colors, which is (8) _____ recognizable. Posters designed by these people are often the most striking and can command (9) _____ high prices

TWENTY

JOY

RELAX

SPEND

EFFECT

ART

MOVE

INSTANT

SURPRISE

